



City of Greenville

Notice of Administrative Decision for Application # CU 16-314

This public notice is mailed to property owners within 300 feet of the subject property

Property Address: 655 S MAIN ST SUITE 100 (TMS#: 008900-01-01100)

Application: Conditional Use Permit to establish a bar operating until 2 AM in the C4, Central Business District

Decision: Approved with Conditions

Conditions:

- 1) The Conditional Use Permit is limited to the Applicant, Joe Clarke, and the business known as "Vault & Vator," and is not transferrable.
- 2) Operation of the facility shall substantially conform to the information provided by the Applicant to the Technical Advisory Committee and the content of the application. Modification of the facility's operation shall require the Applicant to seek a modification of the Conditional Use Permit.
- 3) At all times during its occupancy, the Applicant shall assign a manager on the premises who shall ensure compliance with the terms of this Permit, the City Code, and the applicable SC Code of Laws and Regulations. Operation of the business shall comply at all times with the provisions of the State Alcoholic Beverage Control Act and the Regulations of the Department of Revenue.
- 4) The use shall operate no later than 2 AM. Exterior windows and doors shall remain closed except to provide ingress and egress between the hours of 10 PM and 2 AM.
- 5) There shall be no live entertainment. Only background levels of recorded music shall be transmitted through an in-house sound system and directed toward interior spaces.
- 6) The Applicant and all of its managers and employees responsible for serving any alcoholic beverage (current and future) shall participate in the "Merchant Education / Server Training" Program offered by the Phoenix Center or comparable program offered by other vendor(s) approved by the Greenville Police Department. Evidence of satisfactory completion of this training for each employee shall be retained on-site and available for inspection by the Administrator and the Greenville Police Department. Current personnel shall receive training within ninety (90) days of the date of the granting of a Conditional Use Permit and future personnel shall receive training within thirty (30) days of hiring.
- 7) Maximum building occupancy shall be approved by the Building Codes department and shall be managed by the proprietor to prevent over-crowding.
- 8) The Technical Advisory Committee may recommend at any time after the business has begun operating that the Administrator add a condition to this permit requiring an outdoor security person to address a demonstrated need. The Applicant will be notified prior to any modification of the permit.
- 9) A copy of the Conditional Use Permit shall be maintained with other posted occupancy information on the premises and made available for code enforcement inspections.

By application filed 5/09/16 the Applicant, Joe Clarke dba "Vault & Vator," requested a Conditional Use pursuant to Section 19-2.3.6, *Conditional Use Permit*; Section 19-4.1, *Table of Uses*; and Section 19-4.3.3, *Use Specific Standards*, of the Greenville City Code to operate a bar after midnight in the C-4, Central Business District. Notice was mailed to property owners within 300 feet of the subject property on May 11, 2016. The Applicant met with the Technical Advisory Committee on May 16, 2016.

Findings:

- The Technical Advisory Committee made sufficient findings to recommend approval of the permit, subject to the conditions enumerated above and the Report of the Technical Advisory Committee.
- The use complies with the goals, policies, and standards of the ordinance and, in particular, with the standards of Section 19-4.3, Use Specific Standards.
- The infrastructure capacity is adequate to serve the conditional use.
- The use complies with the standards for granting a special exception:

The use is consistent with the comprehensive plan. The Future Land Use Map of the City's comprehensive plan designates the area as "Mixed-Use City Center." The use is located in the West End Preservation Overlay, which encourages development to contribute to the quality of life and support friendly, walkable streets.

The use is compatible with the character of surrounding lands, which provide a mix of unique retail shops, restaurants, services, and residential units in small-scale buildings along Main Street. Several new and recent developments have increased the residential population in the area, increasing the need for services beyond daytime hours. However, a late night business can also present conflicts with residential uses; therefore, conditions of the permit are intended to generate compatibility between uses.

Adverse impacts associated with the design of the use, which may include noise, odors, or late-night loitering in surrounding neighborhoods are intended to be addressed by the conditions enumerated above.

Appeal:

Any person believing that the administrator erred in its decision has the right to appeal the decision to the City of Greenville Board of Zoning Appeals. The appeal form and fee must be submitted to the Planning and Development office within 10 business days after the decision is made, and must state the reasons he or she believes the decision is illegal, either in whole or in part.

Conditional Use Permit:

The Conditional Use Permit issued to the Applicant is required to be maintained with other posted occupancy information on the premises, available to city inspectors.

General Information:

The appropriate responsible party must obtain any necessary permits, certificates and/or licenses from the City of Greenville Permits and Licenses Office before beginning work, occupying premises, or starting a business.

Failure to comply with any conditions prescribed in conformity with the City of Greenville Code of Ordinances (Land Management), when made part of the terms under which this Conditional Use is granted, shall be deemed a violation of the City Code, punishable under penalties established by City Code.



Nathalie Schmidt, AICP
Development Planner

June 14, 2016

Date



Office Use Only:

Application# CU 16-314 Fees Paid _____

Date Received 5/9/16 Accepted By NS

**APPLICATION FOR CONDITIONAL USE
CITY OF GREENVILLE, SOUTH CAROLINA**

APPLICANT / PERMITTEE*:

**Operator of the proposed use;
permit may be limited to this entity.*

Joe Clarke
Name

owner / Vault + Vator LLC
Title / Organization

APPLICANT'S REPRESENTATIVE:

(Optional)

Name

Title / Organization

MAILING ADDRESS: 11 Wild Turkey Way

PHONE: (864) 363-2862 EMAIL: joe@americangr.com

PROPERTY OWNER: Timberland Capital Investments, LP

MAILING ADDRESS: PO Box 9297, Greenville, SC 29604

PHONE: (864) 420-9233 EMAIL: don@latone.net
Don Bliss (agent)

PROPERTY INFORMATION

STREET ADDRESS: 655 S. Main St., Suite 100, Greenville, SC 29601

TAX PARCEL #: 0089.00-01-011.00 ACREAGE: _____ ZONING DESIGNATION: C-4

REQUEST

Refer to Article 19-4, Use Regulations, of the Land Management Ordinance (www.municode.com/library/)

DESCRIPTION OF PROPOSED LAND USE:

CRAFT COCKTAIL BAR open until 2am

INSTRUCTIONS

1. The application and fee, **made payable to the City of Greenville**, must be submitted to the planning and development office during normal business hours.
2. The applicant/owner must respond to the "standards" questions on page 2 of this application (you must answer "why" you believe the application meets the tests for the granting of a conditional use). See also **Section 19-2.3.6, Conditional Use Permit**, for additional information. You may attach a separate sheet addressing these questions.
3. For conditional use requests for nightclubs/bars, event venues, or businesses operating after midnight, the applicant must also submit the [Zoning Compliance Application for Establishments Serving Beer, Wine, or Liquor](#).

4. You must attach a scaled drawing of the property that reflects, at a minimum, the following: (a) property lines, existing buildings, and other relevant site improvements; (b) the nature (and dimensions) of the proposed development (activity); (c) existing buildings and other relevant site improvements on adjacent properties; and, (d) topographic, natural features, etc. relevant to the requested special exception.

5. You must attach the required application fee: \$250.00

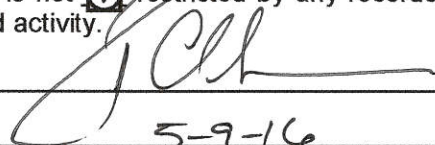
6. The administrator will review the application for "sufficiency" pursuant to **Section 19-2.2.6, Determination of Sufficiency**, prior to routing the application for staff review. If the application is determined to be "insufficient", the administrator will contact the applicant to request that the applicant resolve the deficiencies. **You are encouraged to schedule an application conference with a planner, who will review your application for "sufficiency" at the time it is submitted. Call (864) 467-4476 to schedule an appointment.**

7. **Please read carefully:** The applicant and property owner affirm that all information submitted with this application; including any/all supplemental information is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

In addition the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

If the planning office by separate inquiry determines that such a restriction exists, it shall notify the applicant and advise them to withdraw or modify the application in a timely manner, or act to have the restriction terminated or waived.

To that end, the applicant hereby affirms that the tract or parcel of land subject of the attached application is ☐ or is not ☒ restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the requested activity.



APPLICANT SIGNATURE

5-9-16

DATE



PROPERTY OWNER SIGNATURE

05/09/16

DATE

**Applicant Response To
Section 19-2.3.6(D), Standards – Conditional Use Permit**

(You may attach a separate sheet)

1. Describe the ways in which the proposal complies with the goals, policies, and standards of the ordinance and, in particular, with the standards of **Section 19-4.3, Use Specific Standards**.

2. Describe the ways in which the infrastructure (roads, potable water, sewerage, schools, parks, police, fire, and emergency facilities) capacity is adequate to serve the proposed conditional use.

Zoning Compliance Application**Establishments Serving Beer, Wine, Or Liquor****Applicant**Name Joe Clarke Phone (864) 363 2862Mailing Address 11 Wild Turkey WayEmail joe@americongr.comSignature of Applicant [Signature] Date 5-9-16**Property Owner**Name Timberland Capital Investments Phone (864) 420-9233 (Don Bliss - agent)Mailing Address 1 P.O. Box 9297, Greenville, SC 29604Email don@latone.netSignature of Property Owner [Signature] Date 05/09/16**Property Information**Address 655 S. Main St., Suite 100, Greenville, SC 29601TMS# 0089.00-01-001.00 Zoning District Designation _____**Description of Proposed Use**

Provide details for each of the following, as applicable, on a separate sheet:

Operating Plan

1. Type of Use (Restaurant, Nightclub, Event Venue, Etc.)
2. Days and Hours of Operation
3. Staffing Schedule
4. Kitchen Equipment Schedule
5. Menu and Hours of Food Service
6. Parking for Customers and Employees
7. Designated Smoking Area
8. Type of Entertainment and Duration
9. Closing / "Last Call" Procedures

Security Procedures

1. Number and Type of Designated Security Staff
2. Training / Certification of Staff
3. Specific Duties / Responsibilities of Staff
4. Entry / Exit / Re-Entry Procedures
5. Crowd Management
6. Crime Prevention through Environmental Design (CPTED)

Seating Plan

1. Provide a floor plan, drawn to scale, by a registered South Carolina architect. The plan must demonstrate the proposed occupancy with calculations based on the current adopted building code.
2. Schedule a feasibility inspection of the property: 864.467.4457

Business Plan

1. Business Plan Summary: Target Audience, Theme, Objectives / Goals
2. Projected Revenue: % Alcohol Vs. Food Sales
3. Fees For Entry / Membership / Entertainment
4. Status Of City Business License Application
5. Status Of SCDHEC 'Retail Food Establishment' Permit, If Applicable
6. Status Of Abl-901 Application To SC Department Of Revenue
7. Provide Documentation That Sled Requirements Have Been Met



city of greenville

Provide a response for each of the following:

1. Describe the ways in which the proposed use is consistent with the comprehensive plan.
See attached

2. Describe the ways in which the request is appropriate for its location and is compatible with the character of existing and permitted uses of surrounding lands and will not reduce the property values thereof.
See attached

3. Describe the ways in which the request will minimize adverse effects on adjacent lands including: visual impacts; service delivery; parking and loading; odors; noise; glare; and, vibration. Describe the ways in which the request will not create a nuisance.
See attached

Meet With the Technical Advisory Committee

Applications for Zoning Compliance will be reviewed by the Technical Advisory Committee (TAC), a City Staff committee comprised of representatives from the following City Departments and appointed by the City Manager:

Building Codes and Inspections
Business Licensing
Economic Development
Public Information and Events

Police
Fire
Planning
Legal

The Technical Advisory Committee convenes once-a-month to meet with Applicants and review Conditional Use Permit applications that may be granted by the Zoning Administrator. This process promotes a more comprehensive understanding of the Applicant's proposal, which in turn conveys a more comprehensive understanding of the multiple Departments' operating requirements and expectations.

The Applicant, Business Owner, and Property Owner (if different) are required to attend a regularly scheduled TAC meeting prior to granting a Conditional Use Permit. Managers and anyone involved in operating the business are also encouraged to attend. The meeting date, time, and exact location within City Hall will be confirmed upon submittal of this application to the Planning and Development office on the 5th floor of City Hall.

Vault & Vator, LLC
Zoning Compliance Application Details

Operating Plan

1. Craft Cocktail Bar (see business plan provided for detailed description and mission statement)
2. Monday-Saturday 4p-2am
3. See attached sample
4. See attached
5. See attached
6. There is no parking provided with the lease of the space. There is paid public parking directly adjacent to the establishment or otherwise public parking in downtown Greenville.
7. No designated smoking areas. Smoking will not be allowed on premises (inside) as per law and customers smoking outside of premises must abide all city ordinances.
8. No live entertainment planned at this juncture.
9. Last call will be given at 1:30am and general closing and clean-up procedures remaining will proceed. All customers will be asked to finish their drinks by 2am when all customers will be asked to vacate the premises for closing.

Security Procedures

1. There is no current plan or reason to have any security staff. We will however have a manager and door-person(bouncer) employed during operation unless otherwise required.
2. All service staff will be trained in a certified alcohol safety and service program and Servesafe certified.
3. See attached
4. Guests will enter through the front door and be taken to a table or bar seat where they will be for the duration of their stay. All patrons will need to have a seat in order to be inside the business, no standing at the bar or at a table without a seat. Patrons will be free to come and go (ie...to smoke, etc.) as long as they have a seat and will be returning briefly.
5. Because we will only allow patrons to be in the establishment seated, we do not anticipate the space to be crowded to the point it will be un-manageable and certainly not exceeding occupancy.
6. The exterior lighting will be sufficient enough and the additional public lighting of the parking lot will provide security as well. We will have a security system for the establishment possibly with cameras for the exterior and interior alike.

Seating Plan

1. Floor Plan
2. Feasability inspection completed, see attached letter from Tony Rivera

Business Plan

1. See Business Plan
2. See Business Plan
3. At this juncture we will not require an entry fees/cover charges.
4. Not filed as of yet.

Vault & Vator, LLC
Zoning Compliance Application Details

- 5. Not filed as of yet
- 6. Have not applied as of yet
- 7. Have not applied as of yet

- 1. Describe the ways in which the proposed use is consistent with the comprehensive plan?

The proposed use is a craft cocktail bar in the style of a speakeasy style bar that existed during the prohibition era. The location of the space is ideal because of it's location on the back side of Main St. There is easy access once discovered but the mere fact that it is "hard" to find adds to the cache and nuance of the establishment.

- 2. The leased space opens to a public parking lot beyond which is the western border of Falls Park. There are few to no residential locations to my knowledge to be affected by the operation of the business. We will be catering to a more reserved crowd by having a higher price point and only allowing patrons to enter if there is seating available, keeping crowds down. These factors will aid in keeping a certain "class" level thereby minimizing any negative impact of the surrounding areas.
- 3. There will be no negative visual impact. Service delivery will be from main street much like the surrounding restaurants receive their supplies only we will have a more minimal requirement as much of the food will be supplied by American Grocery Restaurant which we also own. Those supplies will be delivered via golf cart in most situations. Additionally, we will not have a need for a grease trap or a dumpster. Trash will be disposed of via the dumpster we already pay for next to our restaurant. I do not see any nuisance created by the use of this space for the proposed plan.

Vault & Vator Staff Duties and Responsibilities

Manager/Host

- Manage all staff during shifts
- Greet guests and manage seating and capacity limits
- Insure guests experience is positive
- Manage labor hours of all staff
- Manage any customer disputes
- Insure quality of all products being served meet V&V standards
- Monitor all facilities for cleanliness and par levels (tp, napkins, etc.)

Bartender (s)

- Understand all drink recipes and how to execute them, the origins and significance of the cocktails being served
- Execute all opening, closing, and cleanup duties for each shift
- Prep all mise en place for your station each shift
- Give the guest the best possible experience every shift

Server

- Understand all drink recipes and how to execute them, the origins and significance of the cocktails being served
- Execute all opening, closing, and cleanup duties for each shift
- Prep all mise en place for your station each shift
- Give the guest the best possible experience every shift

Cook

- Prep all items needed for the menu each shift if needed
- Make sure all food being supplied from AGR kitchen gets to the V&V kitchen each day
- Plate food to the highest standards and make sure all flavors are correct before serving
- Perform all set up and clean up responsibilities for kitchen and restaurant every day
- Make sure all trash gets taken to the dumpster after each shift
- Assist bartenders when possible maintain bar supply levels and cleanliness
- Assist manager with keeping paper products on par in bathrooms

BOURBON/RYE/WHISKIES

Choose your bourbon, rye or whiskey for a classic American cocktail: Old Fashioned, Manhattan, Sazerac or enjoy neat or on the rocks...

Flight of any 3 whiskies - \$17

Bulleit 10 yr. Bourbon — 12. Knob Creek 9 yr. — 11.

Maker's Mark — 9. Basil Hayden 8 yr. — 11.

Bulleit Bourbon — 9. Bulleit Rye — 9.

Virgil Kaine Bourbon — 9. Virgil Kaine Rye — 9.

Woodford Reserve — 12.

Angel's Envy Bourbon — 12.

George Dickel Barrel Select Tennessee Whiskey — 9.

Four Rose's Single Barrel Bourbon — 10.

Tullamore Dew 12 yr. Irish Whiskey — 10.

Six & Twenty 'Old Money' Whiskey — 11.

Six & Twenty 'Virgin' Wheat Whiskey — 10.

High West 'Rendezvous Rye' Whiskey — 11.

Templeton Small Batch Rye — 12.

Michter's Single Barrel Straight Rye — 12.

Old Forester 1870 Original Batch Bourbon — 11.

Jefferson's Reserve Straight Bourbon — 13.

Tuthilltown Spirits Hudson Baby Bourbon — 13.

Orphan Barrel 'Gifted Horse' 4 yr. + 17 yr. Blend — 15.



SPECIALTY COCKTAILS

1 of 100 winners (out of 13,000 submissions!) of a custom-made St. Germain Bicycle for our 'French Tickler' cocktail sponsored by St. Germain & Martha Stewart Living

'Pig on the Porch' cocktail featured in *American Cocktail* book (Chronicle Books & Imbibe)

Regional Winner of 4th Annual Can-Can Classic, sponsored by St. Germain & Edible Communities

Top 25 in the nation for 2011 *Imbibe Magazine's* Cocktail Cover Contest

NON-ALCOHOLIC

Mocktail — 5.

House-made Sodas — 4.

Ginger-Lemon

Housemade Ginger Ale

Spiced Asian Pear Shrub

Apple-Cardamom Shrub

AGR SPECIALTY COCKTAILS

Please note: Our cocktails are hand-crafted & made-to-order. We appreciate your patience.

PIG ON THE PORCH — 9.

house-infused bacon bourbon, blenheim's 'hot' ginger ale, pork rind garnish

FRENCH TICKLER — 9.

bulleit rye, st. germain, ginger syrup, fee bros. old fashioned bitters

VIOLET HOUR — 9.

vodka, crème de violette, pineapple, lemon

GAELIC PUNCH — 12.

cruzan blackstrap rum, denizen reserve rum, kirk and sweeney rum, raspberry cordial, tullamore d.e.w. 12 yr. irish whiskey, lbv port, lime

BENNIE & THE JETTS — 9.

gin, st. germain, aperol, grapefruit juice

MR. JULIUS — 9.

dry curaçao, cruzan rum, lemon, vanilla syrup, cream, orange bitters

MAIDEN'S BLUSH — 10.

ransom old tom gin, absinthe, raspberry cordial, lemon

ROSA DEL RIO — 10.

tequila, mescal, hibiscus syrup, lime, ginger syrup

CHAI DAISY — 12.

chai tea-infused scotch, oloroso sherry, orgeat, vanilla syrup, lemon

OHANA — 10.

gin, hibiscus syrup, aperol, lemon, cardamom bitters

ANCIENT MARINER — 9.

light rum, dark rum, allspice dram, lime, grapefruit

FELIX FELICIS — 11.

spiced asian pear shrub, tullamore d.e.w. 12 yr. irish whiskey, st. george spiced pear liqueur, angostura bitters

HONEY DERBY — 10.

bulleit bourbon, grapefruit, jalapeño-infused honey

THE LAST WORD — 10.

green chartreuse, gin, luxardo maraschino, lime

LITTLE DROP OF POISON — 10.

apple-cardamom shrub, laird's applejack brandy, lemon, cointreau, apple bitters

ACCIDENTAL HIPSTER — 10.

bulleit rye, fernet branca, luxardo maraschino, lemon

AZTECA — 11.

mezcal, tequila, yellow chartreuse, st. germain, lime

BEER JAM MANHATTAN — 13.

michter's single barrel straight rye, housemade beer jam, orange bitters, bourbon-soaked cherries

METHODICAL SOUR — 10.

bulleit bourbon, luxardo maraschino, apricot liqueur, lemon, egg white, bourbon soaked cherries

CORPSE REVIVER #2 — 10.

gin, cocchi americano, cointreau

BARTENDER'S CHOICE — 12.

choose a flavor profile: sweet, sour, bitter or spicy, and let us create a one-of-a-kind cocktail on the fly

SEASONAL CRAFT BEER

Draught:

Oskar Blues IPA — 5.

Brevard, NC 6.43% ABV

India Pale Ale

Lonerider Brewing 'Sweet Josie Brown' — 5.

Raleigh, NC 6.1% ABV

American Brown Ale

Unknown Brewing Co. Ginger Wheat — 5.

Charlotte, NC 5.1 % ABV

Wheat Ale with ginger

Bird's Fly South 'Rustic Sunday' — 7.

Greenville, SC 6.5% ABV

Rye Farmhouse Ale

Goose Island 'Sofie' — 7.

Chicago, IL 6.5% ABV

Barrel-aged Belgian Farmhouse Ale

Goose Island 'Matilda' — 7.

Chicago, IL 7.0% ABV

Belgian Strong Pale Ale

Bottle:

Goose Island 'Madame Rose' 15' — 35. (765 mL)

Chicago, IL 7.1% ABV

Belgian Style Wild Sour Ale brewed with cherries

V&V
Food Menu
(sample)

Food will be served during all hours of operation

The majority of food preparation for the food served at V&V will be done in the
American Grocery Restaurant kitchen

Small Plates

Pimento cheese, house made crackers
6

Vegetable escabeche
7

Salmon terrine, fennel salad, sauce gribiche
10

Royal Red Shrimp cocktail
11

Snapper ceviche, avocado crème, popcorn
11

Gnosh tray
(Marcona Almonds, spiced popcorn, marinated olives, pork rinds, pickles)
10

Cheese & Charcuterie
(choose from daily selections on separate menu)

CHARCUTERIE & CHEESE

with accompaniments — 12.

(Choose one cheese and one charcuterie; additional are 3. each, unless noted)

HOUSE MADE CHARCUTERIE

grilled bread, grainy mustard & house pickles

Smoked Trout Paté ◊

-house smoked from NC trout; spreadable

Country Paté ◊

-house made from local pork; classic course-style with dried cherries

Bologna ◊

-house made all-beef bologna, lightly grilled

Rabbit Liver Mousse

-house made from local rabbit livers; smooth & mild texture & flavor

Potted Rabbit Rillettes ◊

-house made confit of local rabbit tenderloin; shredded & covered with a thin layer of fat
(\$3 supplemental charge)

ARTISANAL CHEESE

Four Fat Fowl Creamery 'St. Stephen' with pepitas ◊

-pasteurized cow's milk, triple-cream with buttery & milky overtones with mushroom and grassy notes

Vitica 'Caña de Cabra' with arbequina olive oil ◊

-pasteurized goat's milk; creamy texture and mild flavor with citrus notes

Dutch 5 year Gouda with fig-raisin jam ◊

-pasteurized cow's milk; smooth flavor with a flaky, firm, crystalline texture and a butterscotch finish

Valdeon Blue with strawberry-pepper jam ◊

-blend of pasteurized cow & goat milk from Spain; dense & inky blue with a smooth, rich and creamy flavor

Signy Ste. Mère 'Pont L'Évêque' with apple moustarda ◊

-raw cow's milk; washed rind, soft and creamy texture; has a pungent aroma with a full-bodied flavor

Grafton Village Clothbound Cheddar with bourbon cherries ◊

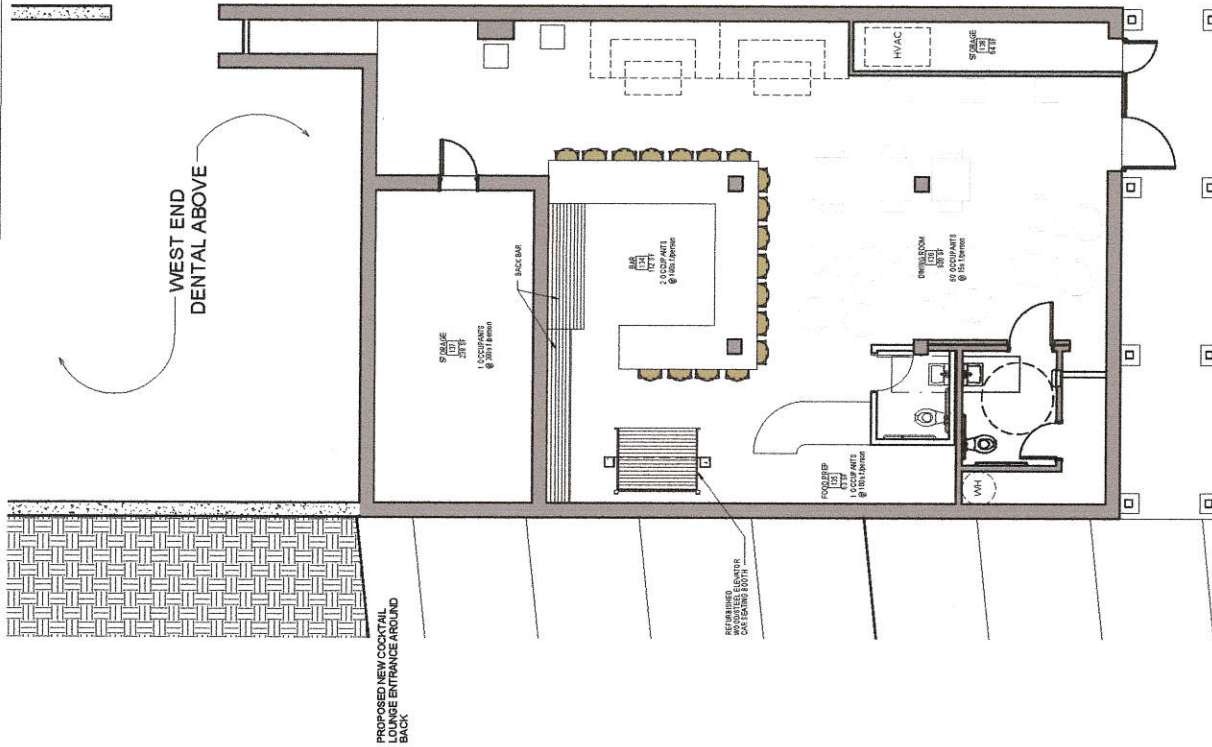
-raw cow's milk; milled-curd cheddar, cave-aged six months; bold flavor with both nut and mushroom notes

MAIN ST. ELEV

PROPOSED NEW SIGNAGE - PRELIMINARY

REAR ELEV

PROPOSED CONKTAIL ENTRANCE
PROPOSED SIGNAGE



1
BASEMENT FLOOR PLAN

BASE	100%
1	100%

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AGR

PROPOSED NEW COCKTAIL LOUNGE
PRELIMINARY FIRST
LEVEL FLOOR PLAN

Project number	0000000
Date	Issue Date
Drawn by	Author
Checked by	Checker

A2.01

$$\frac{1}{4}^\circ = 15.0^\circ$$

Vault & Vator

Cocktails.

JOE & DARLENE CLARKE

864-363-2862

864-363-2773

Executive Summary

Our Place

Vault & Vator will be a celebration of the craft cocktail featuring a comprehensive spirits list, a small but focused boutique wine list and a smart craft beer program; additionally, we will feature aged cocktails, infusions, house-made bitters, tinctures and house distilled products. The most prominent thing that will set us apart from local and tourist alike is the fact that our hand-crafted design will require everyone to have their own space, which is to say their own seat. We will be the first speakeasy style/craft cocktail bar in Greenville and one of the only to emphasize quality over quantity. We will focus on the guest experience on a higher level much as we do at AGR rather than simply offering a place to randomly consume alcohol. We will offer a small menu of snacks and small bites largely catered from AGR but plated and served to our guests in the same style we have become know for at our restaurant.

The Market

Greenville, SC is one of the fastest growing, exciting cities in the southeast. The downtown area in particular has a vibrant bar and dining scene not only during the week but is the destination for many people throughout the upstate on the weekends. V&V will be the first of it's kind in the upstate, following in the footsteps of larger markets such as Charleston, Asheville, and Atlanta. Our goal is to introduce a concept to the Greenville market and upstate that thrives in other food and drink communities but is yet to exist in this market, much like we did nine years ago with the introduction of farm-to-table dining with American Grocery Restaurant. We are confident that there is a market for a crowd of all ages that desires an elegant place to enjoy cocktail and a conversation.

The Competition

A city this exciting doesn't survive without a good selection of bars and restaurants but there is not a craft cocktail bar in Greenville that has the infrastructure to legitimately support this concept. SIP provides a beautiful setting and despite offering cocktails remains more wine-focused. Many of the other bars in the downtown area offering well-made cocktails are part of a restaurant bar. Most of the other bars follow the same college-age model of massive crowds and boisterous settings.

The Management

V&V is a South Carolina LLC owned and operated by Joe & Darlene Clarke. Joe has a Bachelor of Media Arts from the University of South Carolina, a graduate of the Epicurean Culinary Institute in Los Angeles and of the French Culinary Institute in New York City where he graduated with Honors from the culinary and Restaurant Business programs. Additionally, Joe received the Grand Award for Best Menu project in class. Joe learned the art of management and problem solving working in Hollywood as a film production professional for twelve years. Joe also worked under Govind Armstrong at the famed 3-star restaurant *Table 8*, in Los Angeles, CA. Darlene has a Bachelor's of Fine Arts degree from the University of South Carolina and a Masters of Fine Art in Acting from Southern Methodist University. Darlene has also completed her training as a Sommelier from the International Guild of Sommeliers and the Court of Master Sommeliers. Darlene has over

fifteen years of experience as a server/sommelier in fine dining establishments in New York and Los Angeles. Most recently, Darlene was the Sommelier at MEGU Midtown in New York City, stewarding an award-winning Wine Spectator "Best of Award" 2006 wine list. Most recently and perhaps more famously, Joe & Darlene opened Greenville's very first farm-to-table restaurant in 2007, AMERICAN GROCERY RESTAURANT. After almost nine years in business, Joe & Darlene have established AGR as one of the best restaurants in South Carolina and the southeast. Their award winning bar program at AGR is but part of the experimentation and foundation of what can only be a natural progression into this enterprise.

Company Overview

Name of Business: Vault & Vator

Business Description: A Speakeasy style restaurant harkening not only the simplistic approach to the art of the cocktail with and emphasis on craftsmanship but also a place that feels all at once warm, classy, sophisticated but fun and mysterious.

Form of Business: Vault & Vator, a cocktail club and an LLC Corporation.

Owner(s): Joe & Darlene Clarke

Start Date: August 2016

Business Operation: 6 Days a week, 4pm-until 2am

Location: 655 S. Main St., Suite 100, Downtown Greenville

Contact Information: Joe Clarke (864) 363-2862, Darlene Clarke (864) 363-2773.

History of the Business: Vault & Vator is the culmination of operating AGR for almost nine years and recognizing that Greenville is starved for a bar that doesn't involve, college students and jello shots. Moreover, it is a successful concept that thrives generously in many, many local exciting markets and after spending the past nine years developing the cocktail program at AGR, recognized the opportunity to develop this concept which largely depended on finding the proper space.

Our Bar

What we serve: VAULT & VATOR will be centered around the craft and art of the cocktail in it's truest form. We will serve hand-crafted cocktails made with house-made ingredients and fresh juices. We will also feature a small hand-selected boutique wine list and a small craft beer selection in bottles. We will serve a small plates menu and cheese and charcuterie for guests that desire a bite with their cocktail. The food menu will have the same standard as AGR and will be largely prepared in the AGR kitchen and then plated and served to our guests at V&V.

How we serve it: VAULT & VATOR will feature a highly trained staff that will have a comprehensive knowledge of the cocktails and their preparation, the menu and wine list with a full understanding of our philosophy as it relates to those items. Our personable staff will accommodate our guests' needs from the moment they walk through our front door until the moment they leave. Our service will compliment the high quality of our food by achieving a balance between professionalism and friendliness while striving to give our patrons a complete dining experience in an inviting casual atmosphere.

What we charge: Our goal at VAULT & VATOR will be to serve premium cocktails at the best possible price in the best possible setting. Obviously there are costs to achieving such a high level yet we feel our guests will gladly pay our prices for the experience we will provide them. Our cocktails will range from \$10-15, wine by the glass \$8-15, craft beer \$6-10. Our small plates and cheese and charcuterie selections will range from \$6-15. We expect our average check to range from \$25-\$40 per guest.

What makes us different: VAULT & VATOR will provide our guests with a unique, speakeasy style bar with a feel of the 1920's New York cocktail scene, think Scott & Zelda Fitzgerald. We will revive the spirit of that era by providing classic hand-crafted cocktails in a classy, comfortable setting.

Why people will come: VAULT & VATOR will draw it's guests because we will be providing a new concept in downtown Greenville and a place where folks that want to enjoy a higher level bar experience can frequent. We have already developed a following at our bar at AGR and this will simply be an expansion of an already established program opening up to a wider market. We truly feel that the bar experience in Greenville is very one-sided and we will be offering something that people have been craving.

Primary Target: VAULT & VATOR will draw it's primary guests from the residents and businesses in the downtown area and the multitudes of guests that visit downtown Greenville. Additionally, we will draw guests from our already established bar business at American Grocery Restaurant that the entire concept will be based around.